

## SALEM TEAR-TAPE PROMOTION

### Possible Handling Methods

#### ♦ METHOD:

##### ♦ *Handle Once Per Month Via ROU:*

- ♦ Datagrab Retail List based on volume and primary supplier
- ♦ Obtain input from Sales Reps and enter on Datagrab List
- ♦ Use this list for entire year
- ♦ ROU to order product and communicate to direct accounts

##### ♦ *Issues*

- ♦ No way to 'Hold' input. Each time a new list is needed, it is necessary begin entire process from start, and obtain input again from Field Reps.
- ♦ List will be affected by:
  - ♦ *Any Region / Division Realignment*
  - ♦ *Any changes made to 'Primary Supplier' (which Sales Reps can make from H/Held)*
- ♦ If ROU orders product, 2 days required to place orders, handle letters to direct accounts / RJR Managers advising them of delivery dates, \$ amounts, etc.

#### ♦ METHOD:

##### ♦ *Automatic Monthly Prebook Handled Each Month Via ROU:*

- ♦ Utilize a detailed Prebook Form, changing only delivery date each month.
- ♦ Send / Fax this Form to direct account each month, along with an updated Customer List.
- ♦ Direct Account then handles ordering product and shipping to retail as normal 'Prebook'.

##### ♦ *Issues*

- ♦ Need to determine non-time-consuming method to obtain Customer List each month (i.e., (macro?) based on volume and Segment).
- ♦ Follow-up Reports would need to be requested to ensure that direct accounts have ordered product, and if not, turn over to appropriate RJR Manager for handling.
- ♦ This method would:
  - ♦ *Ensure more accurate Customer List*
  - ♦ *Reduce ROU time required to about 1/2 day per month.*